GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:4479
ANSWERED ON:25.04.2005
COCONUT WATER AS ALTERNATIVE TO SOFT DRINKS
Bellarmin Shri A.V.;Ponnuswamy Shri Mohan

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Government proposes to promote tender coconut water and palm syrup as an alternative to Soft drinks; and

(b) if so, the steps taken in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI KANT1LAL BHURIA):

(a) and (b) Yes, Sir. Ministry of Agriculture through the Coconut Development Board has been promoting tender coconut water as a health and nutritional drink for the past one decade.The steps taken for promotion of tender coconut water in the country are as given below:

Mobile carts were distributed for the sale of tender coconut in the states of Kerala, Tamil Nadu, Goa, Andhra Pradesh and West Bengal.

A Technology for packing and preservation of tender coconut water has been developed through Defence Food Researh Laboratory (DFRL) and transferred to private entrepreneurs. Presently, three units are commercially involved in packaging of tender coconut water in the country, one each in Karnataka, Tamil Nadu and Kerala.

One lakh packed tender coconut water packets were distributed to the victims of Gujarat Earth quake in order to make awareness about the product as a revitalizing health drink.

Many Seminars were organized to create awareness on the health aspects of tender coconut. Tender Coconut water drinking competitions were organized in different part of the country for making awareness about tender coconut water.

Many exhibitions were organised at. State/National/International levels for promotion of coconut products including packed tender coconut water by giving opportunity to the entrepreneurs who are involved in packing of tender coconut water.

Advertisement through electronic media, advertisement film (TV-Commercial) conveying the message on its health benefits were telecast in the National Net Work and local channels in different languages.

Wide advertisement through print media like newspapers, magazines/dailies, Health Magazines, etc are being regularly issued.

Financial Assistance limited to 25% or upto Rs. 50.00 Lakhs is being provided as back ended subsidy to industrial units for developing infrastructure for packaging and preservation of tender coconut water.

In addtion of this, 50% of the cost limited to Rs. 10.00 lakhs is provided for various Market Promotional activities including packed tender coconut water.

Ministry of Food Processing Industries (MFPI) under its plan schemes provides assistance in the form grant subject to 25% of the cost of plant machinery and technical civil works upto Rs. 50 lakhs in general areas and 33,33% upto Rs. 75 lakhs in difficult areas for setting up/ expansion/up-gradation of food processing units which includes processing of food products of cocoput and palms trees.